



VA-1 Tourism Conference

The Power of Travel

Alexandria, Virginia

September 28-29, 2009

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally -friendly practices in all aspects of Virginia's tourism industry. *Virginia Green Events* have been thoughtfully planned and designed to minimize the event's impacts on the environment. This event has met the established "core activities" for *Green Events* and has committed to communicate its activities to its participants. Below is a list of this event's "green" activities that participants can expect.

VA-1 Tourism Conference: The Power of Travel

"VA-1, one Virginia, signifies the importance of a unified approach to tourism."

Green Statement: "As sponsoring partners of the Virginia Green program, we are committed to reducing the environmental footprint of the tourism and travel industry."

CORE ACTIVITIES for Green Events

"☒ " This symbol indicates a required activity for Virginia Green Events. Participants self-certify that these activities are in place and they provide additional specifics on other activities.

- ☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:
 - Glass bottles, aluminum cans, plastic bottles, paper, cardboard
- ☒ **Minimize the use of disposable food service products .** Events are required to minimize the use of disposable food service produces and maximize the use of food service products that are recyclable or compostable. The organizers of this event pledge that:
 - Disposable containers, dishware, cutlery and cups are not used
- ☒ **Printed Materials .** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible! The organizers of this event pledge that they:
 - Use electronic registration, correspondence and forms
 - Print brochures and other printed items on recycled content paper with soy-based inks, and print all documents double-sided
 - Purchase/use paper products with 30% or higher recycled-content
- ☒ **Waste Reduction .** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:
 - Chose a location/venue that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting
 - Provide condiments, cream and sugar, etc., in bulk
 - Use water pitchers to minimize the use of single-use bottles

- Encourage the use of mass-transit and/or carpooling to the event
- Purchase from vendors and service providers with a commitment to the environment

☒ **Green Signage.** Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event. The organizers of this event pledge that they:

- Have signs at the event registration which list all of our green activities
- Use the Virginia Green logo on signs and on recycling containers
- Have quantified our greening efforts and will post estimates of the reduced environmental impacts
- Have offset carbon impacts by purchasing carbon credits.

For more information on **Green Event**, see www.baydays.com or contact **Julia Scott** at jscott@virginia.org or **804-545-5575**.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen. Click on “Events” for a more of green events.



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

